

OFFLINE TO ONLINE MARKETING PROGRAM
TO INCENTIVIZE TELEVISION VIEWERS TO PARTICIPATE
IN AN INTERACTIVE INTERNET CONTEST

5 ABSTRACT OF THE DISCLOSURE

 An improved method of marketing is disclosed in
which in which a particular marketing website logo is
displayed during a television commercial, following
which consumers who viewed the commercial can log onto
10 the marketing website and participate in an
interactive online contest which will increase
awareness of the advertised product or service and
thereby reinforce the offline television advertising
seen by the consumers. The marketing website offers
15 incentives to consumers who view television
commercials and in response log onto the site, so that
when consumers view a television commercial which
displays the marketing website logo, they will
immediately associate the logo with the marketing
20 website and with the opportunity to either obtain
something desirable or, more particularly, the
opportunity to win a substantial prize at no cost to
them. Thus, there exists an incentive which many
consumers will find highly desirable, making them
25 highly motivated to move to the second phase of the
commercial, which thus extends far beyond the brief
seconds of the actual television commercial in further
increasing advertised product awareness and
reinforcing the television commercial itself.